



***Greenscapes:***

Beautiful Landscapes that Protect Our Water

Phase II of a Water Quality and Conservation Outreach  
Program for the South Coastal Watershed



**Proposal Submitted to the  
MA Office of Coastal Zone Management**

**Massachusetts Coastal Nonpoint Source Pollution Control Program:  
Coastal Nonpoint Source Pollution Grant Program (Coastal NPS)  
ENV 05 CZM 03**

**November 19, 2004**

**Proposal Submitted by the  
North and South Rivers Watershed Association**

Julie Conroy  
Coastal NPS Grant Coordinator  
Massachusetts Office of Coastal Zone Management  
251 Causeway Street, Suite 800  
Boston, MA 02114

November 19, 2004

Re: Request For Responses: ENV 05 CZM 03

Dear Mrs. Conroy,

The North and South Rivers Watershed Association is pleased to submit to the MA Office of Coastal Zone Management this funding proposal to support Phase II of the *Greenscapes* program, a regional outreach campaign on the South Shore.

The purpose of the *Greenscapes* program is to help protect our water resources and reduce non-point source pollution by educating citizens how to maintain their lawns and landscapes without using excess water and chemicals. This program is made possible through a partnership with as many as sixteen municipalities in the South Coastal Watershed and the Massachusetts Bays National Estuary Program. Some funding has also been provided by the MA Department of Environmental Protection through the 319 grant program.

The NSRWA and project partners commit to match at least 25% of the total project cost. The in-kind match from the Mass. Bays Program and six communities has been approved, and the remaining ten communities are in the process approving their matching funds.

The NSRWA acknowledges that grant funding is provided on a reimbursement basis and that the project must be completed by December 31, 2005 in order to receive the grant reimbursement.

Thank you very much for your consideration of this project.

Sincerely,

A handwritten signature in black ink that reads "Samantha Woods". The signature is written in a cursive, flowing style.

Samantha Woods  
Executive Director

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**1. Describe the known or perceived sources of NPS pollution and the pollutants of concern; what is the receiving water(s) and Massachusetts coastal water(s) of concern?**

The focus area of this proposed project is the South Coastal Watersheds region of Massachusetts. This region consist of 14 coastal river watersheds with a total drainage area of approximately 240.7 square miles, spanning all or part of 19 municipalities (see Map #1). The major coastal sub-watersheds include the North and South Rivers (combined drainage area 105 square miles), the Jones River (30 square miles), and the Gulf/Bound Brook (16 square miles). The South Coastal Watersheds contain numerous wetlands, many of which are used to cultivate cranberries. There are more than 350 coastal plain ponds scattered throughout the basin, 56 of which are designated as Great Ponds (covering at least ten acres). The Plymouth-Carver aquifer (designated by the EPA as a sole-source aquifer) is in the southern part of the watershed and provides much of the drinking water and stream flow for this region. The South Coastal Watersheds are biologically significant because they are home to one of the state's largest assemblages of rare and endangered species, particularly in Plymouth's coastal ponds. The Towns of Plymouth and Duxbury are of international significance because of the shoreline habitats provided to the endangered shore birds that migrate in the late summer.

The South Coastal Watershed is one of the fastest growing regions in the state and faces tremendous development pressures. Being within commuting distance of Boston, many South Coastal communities are bedroom suburbs that are predominantly residential. With residential development come lawns and landscapes that are often comprised of non-native grasses and plants which can only survive with the addition of water and chemicals (fertilizers, herbicides, insecticides, and fungicides). As residential development increases, the lawns in the South Coastal Watershed are getting bigger. In their efforts to control the rate of growth, many communities have crafted zoning bylaws that often require large-lot residential developments. Unless combined with “cluster” zoning (Open Space Residential Development) or transfer of development rights programs, large-lot residential zoning can result in very large expanses of lawn and manicured landscape (in many towns three-acre zoning is common).

As explained in the next section, the pursuit and maintenance of the quintessential suburban lawn and landscape is a major contributor to the water quality problems in the fragile coastal ponds, rivers, and estuaries in the region. In the South Coastal Watershed, there are 103 segments of water bodies on the state’s 303(d) list of impaired waters (see Appendix A) that do not meet their designated uses.

## **2. Document that natural resources and/or recreational uses are adversely affected by the NPS pollution problem.**

In pursuit of the quintessential landscape, many homeowners replace naturally vegetated areas, such as riparian buffers and woodlands, with vast expanses of lawn that do not provide any of the pollution-filtering benefits (nor habitat values) of the former natural areas. Furthermore, the multi-million dollar marketing campaigns of chemical corporations encourage homeowners to use *more* fertilizers, herbicides, insecticides, and fungicides per acre than many farmers use on their crops. Many homeowners unknowingly apply these chemicals unnecessarily, often in excess quantities under the pretense that “more is better”. Any chemicals not quickly absorbed by the plants are washed off the landscape in the next precipitation event, and often end up polluting our water resources.

In a recent study by the United States Geographical Service<sup>1</sup>, nearly all of the 30 coastal streams sampled in New England (within 80 miles of Boston) showed levels of pesticides, insecticides, and herbicides that presumably had washed off lands in the surrounding watershed. These chemicals are just as toxic to aquatic biota as they are to the landscape “pests” and “weeds” they were designed to eliminate.

Homeowners, who are often looking for a quick fix for their brown lawn, commonly overuse fertilizers. Many homeowners unknowingly waste time and money by putting too much of the wrong kind of fertilizer on their landscapes, often at inappropriate times. This is partially because their soil is not properly balanced (too acidic or alkaline) to allow the plants to absorb the nutrients they need. Fertilizers that are not immediately absorbed by plants either leach through the soil to the groundwater, or they are washed into stormdrains that often lead to the nearest waterbody. These nutrients can contaminate our drinking water and cause choke our waterbodies with green slime that not only makes swimming and boating unpleasant, but also blocks out sunlight and depletes the water of oxygen, killing fish and other animals.

Lawns and landscapes threaten not only to water quality in the South Coastal Watershed, but also threaten *water quantity*. Like many suburbanized areas in the U.S., communities in the South Coastal Watershed are running out of clean drinking water sources and there is less water available to sustain our rivers, streams and wetlands. This is due in part to the tremendous quantity of drinkable water that is being used to irrigate our landscapes. During the summer season, many communities are faced with water demands that are 2-3 times more than the winter season. An overdrawn aquifer can result in low base flows in our rivers and wetlands, which can be detrimental to the habitat and wildlife that depend upon those waterbodies. A vivid example of this can be seen in the Ipswich watershed, where local demand and mismanagement of water has caused Ipswich River to run dry during four of the last eight summers. In a report commissioned by the Ipswich River Watershed Association, environmental engineers estimate that the entire watershed loses approximately 14.4 million gallons per day from July through September. The report states that the deficit for the entire watershed is approximately equal to the estimated amount of water used for lawn watering. We are beginning to see similar signs in the South Coastal Watershed, when the upper tributaries of our region’s major rivers (the North, South, Jones, and Eel) have seen low flows in recent summers.

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<sup>1</sup> United States Geographical Service, National Water Quality Assessment Program. 2004. "The Effects of Urbanization on the Biological, Physical and Chemical Characteristics of Coastal New England Streams."

3. Explain the goal of the proposed project, the location and/or extent of the project; how, specifically, the project will address the NPS pollution problem; and what the perceived effects will be on the natural resources and users.

### ***Project Description***

The North and South Rivers Watershed Association has partnered with the Massachusetts Bays Program and multiple communities on the South Shore of Massachusetts to develop the *Greenscapes* program and teach consumers how to have beautiful and healthy landscapes without using excess fertilizers, pesticides, herbicides, and water. We have worked together to develop a multi-media education and outreach campaign that provides detailed information about landscaping practices to reduce stormwater pollution by reducing chemical and water usage, and encourage groundwater recharge. Our tagline for this campaign is “*Greenscapes*: Beautiful landscapes that protect our water”.

The *Greenscapes* program addresses the NPS problem by educating citizens about less-polluting alternatives to traditional landscape maintenance. We accomplish this by using various venues to provide citizens with specific recommendations for using less chemicals and water on their landscapes. We also encourage property owners to take further steps to protect our waters, by reducing and reusing stormwater runoff. Specifically, we provide guidance for Low Impact Development strategies such as restoring or preserving natural areas, limiting paved surfaces, redirecting runoff from roofs and driveways, installing rainbarrels and cisterns, creating vegetated buffers along bodies of water, and creating rain gardens. For more information about these recommendations, please refer to Appendix B for Fact Sheet #8, titled “Make Rain an Asset, Not a Problem”.

Spring 2004 was the first year (Phase I) of the *Greenscapes* program, and it was very well received by citizens, municipal officials, and environmental groups. The 2004 program components included the development of a series of nine fact sheets (see Appendix B), multiple citizen workshops that were televised on local cable stations, a website ([www.Greenscapes.org](http://www.Greenscapes.org)), advertisements in local newspapers, brochures that were each distributed to citizens in their water bills, press releases, promotional posters, a series of six email newsletters, and 30-minute video distributed to local cable stations and libraries.

To date, the *Greenscapes* program has been funded by the monetary contributions of participating South Shore communities and in-kind labor of the NSRWA and Massachusetts Bays Program. The cost of the program has been shared by the towns, using a sliding scale based on the number of residents in their communities. Total cost of the 2004 program (Phase I) was \$35,000, which was shared by the seven participating communities: Duxbury, Marshfield, Scituate, Pembroke, Plymouth, Weymouth, and West Bridgewater<sup>2</sup>.

Due to the initial success of the program, 9 additional communities have expressed an interest in participating in Phase II (2005). The total list of 16 communities who will potentially participate in the 2005 program includes: Abington, Cohasset, Duxbury, Kingston, Hanover, Hingham, Hull, Marshfield, Norwell, Pembroke, Plymouth, Plymouth Pinehills, Rockland, Scituate, West

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<sup>2</sup> West Bridgewater is not within the South Coastal Watershed; however they expressed an interest in joining the program upon learning about it at a Plymouth County Waterworks Association meeting.

Bridgewater, and Weymouth. Currently, representatives from the 16 communities are reviewing their budgets to determine if they are able to afford participation in the 2005 *Greenscapes* program.

In light of dwindling town budgets and state aid, some towns fear they will be unable to join the *Greenscapes* program in 2005, despite the tremendous value the program offers due to the economies of scale. Grant funding from the Massachusetts Office of Coastal Zone Management is essential, as it would help subsidize the cost of the program for participating communities, thus allowing greater participation and distribution of the *Greenscapes* message.

### ***Scope of Work***

The NSRWA is seeking \$50,000 from the Massachusetts Office of Coastal Zone Management for Phase II of our *Greenscapes* program, which will be implemented from January 1, 2005 through December 31, 2005.

In Phase II, NSRWA and the *Greenscapes* partners will expand and refine the *Greenscapes* program that was offered in 2004, create additional outreach materials and venues, and distribute the *Greenscapes* message to a wider audience. We hope to double the number of participating communities (and hence the number of citizens who will benefit from the program), as well as offer additional services to further the mission of the *Greenscapes* program. We also wish to expand the audience to include the landscaping industry and service providers, in addition to consumers. Based on input provided by municipal representatives at a *Greenscapes* scoping meeting held in June 2004, our intent for the 2005 *Greenscapes* program is to provide the following deliverables in 2005. *Please note:* estimated costs and a proposed timeline are included in Table #1, in the Budget section below.

#### **1. Citizen Workshop Series**

For 2005, we propose offering a *regional workshop series* that will be conducted at libraries/community centers of the largest *Greenscapes* communities in the region. The workshop series will include 2-hour presentations on the following topics: (1) Lawn maintenance (2) Lawn alternatives, (3) Integrated Pest Management, (4) Stormwater management, (5) Recycling and composting. Citizens can attend one or all of workshops in the series (last year we found that citizens from one community frequently crossed town borders and attended workshops in other communities). Small door prizes (such as drought-tolerant plants, soil sampling kits, organic fertilizer, etc.) will be given to participants, as an incentive to complete the feedback surveys. This is a slight change from our original format of offering a workshop in each community, and is based on feedback from the 2004 workshops. Participants commented that too much information was being condensed into a single 2-hour presentation, which prohibited any in-depth information on a given subject.

#### **2. Landscape Professionals Workshop Series**

NSRWA will offer a workshop series for landscape professionals, who may attend one or all of the workshops in the five-part series. We will partner with landscape industry organizations such as the Ecological Landscaping Association and the Northeast Organic Farmers Association to invite experts to give 2-hour presentations on some or all of the following topics: Integrated Pest Management, Lawn alternatives, Irrigation Systems, Groundwater Protection, and Stormwater Management. The professional workshop series will be advertised to all landscape professionals in the region, through direct mailings and inclusion in industry newsletters. The *Greenscapes* website will include a list of all professionals who participated

in the trainings, and we will provide a checklist/guidelines for choosing a service provider. This training for landscape professionals is a new addition to the program and was requested by many water suppliers who participated in the 2004 *Greenscapes* program.

### **3. Revise *Greenscapes* Fact Sheets into a “*Greenscapes* Guidebook”**

We will change the printed material format from the 9 fact sheets presented in 2004 to a 20-page Guidebook. We will also revise the text to include new innovations in the field, peer review comments, and additional topics such as recycling/composting/mulching. The Guidebook will include the regional workshop schedule for citizens and professionals, and the checklist/guidelines for choosing a service provider. We will also have a list of communities that offer low-cost rainbarrels and compost bins through the MA DEP Recycling Program. The Guidebook will contain attractive illustrations and artwork to help convey the *Greenscapes* message. There will also be appropriate references to program sponsors (each of the supporting towns and any grant funding obtained).

### **4. Widely Distribute *Greenscapes* Guidebook**

We will work with a newspaper company to produce the Guide on recycled newsprint, so individual copies are inexpensive to reproduce. Copies will be given to all workshop participants, and 100 copies will be given to each town hall, nurseries in the region (see below), and local environmental organizations. Furthermore, the *Greenscapes* Guide will be distributed to approximately 100,000 readers by being inserted into two regional newspapers, the Boston Globe South and the Patriot Ledger.

### **5. Garden Center and Nursery Outreach**

To help promote the program to a larger market, we will send a *Greenscapes* marketing package to the largest garden centers and nurseries in the region. These packages will include a full color *Greenscapes* poster with the workshop schedule, 100 *Greenscapes* Guides, and 100 brochures. We will write a letter asking the nurseries to help promote the *Greenscapes* program to their customers, and encourage their employees and/or contractors to attend our professional workshop series.

### **6. Color Brochure for Insertion into Water Bills**

We will produce a four panel, full color brochure that will be distributed in community water bills. Each community will receive enough brochures to distribute to each of their water customers (town staff would be responsible for stuffing and mailing the bills with the brochures, as an in-kind contribution). The open brochure will measure 8.5” x 7.5”, folded measurements are 3.75” x 8.5”. It will be printed on 70# recycled paper. Each town will receive the same brochure, which will include the complete citizen workshop schedule, a “Top Five” list of *Greenscapes* tips, and reference the *Greenscapes* website and program sponsors. Town staff may choose to distribute the brochures in a way other than sending it with the utility bills (such as through a direct mailing), but would be responsible for the cost and labor of doing so.

### **7. Video for Cable Television**

In 2004, project partners produced a 30-minute *Greenscapes* video suitable for local cable television. This video is a compilation of previous workshops and landscape shots, provides an overview of the program, and directs people to the website for more information. NSRWA will provide a copy of this video to the local cable TV station in each participating community



and request broadcasting. Our *Greenscapes* website will provide a schedule of cable programming. Towns that did not participate in the *Greenscapes* program last year will receive five copies of the *Greenscapes* video. Town staff may wish to distribute copies to the local public library, garden clubs, etc. Any town wishing to receive additional copies of the video may purchase as many as they wish for \$5 a copy, to cover reproduction costs. Communities may sell these videos at a price of their choosing.

#### **8. Color Posters**

NSRWA will design and print a full-color, 11"x17" *Greenscapes* poster to advertise the program website and citizen workshop series. Town staff may post these in highly visible public locations such as the Town Hall, post office, library, etc. Each town will be given five copies, and local nurseries will also receive copies.

#### **9. Email Newsletter**

NSRWA will write additional issues of the *Greenscapes* email newsletter for the *Greenscapes* listserve. This email newsletter is free for all residents who chose to sign up, and will be advertised in the *Greenscapes* workshops, brochures, and Guidebook. The e-newsletter will have timely tips and information regarding topics such as what the weather is doing lately and how it affects your landscape, water restrictions in effect, what your lawn needs to keep it healthy and how to do it, and beautiful, low maintenance, drought-tolerant plants that work great in southeastern Massachusetts.

#### **10. Press Releases and Public Service Announcements**

NSRWA will write and distribute multiple press releases to promote the *Greenscapes* message, advertise workshops, website, and video showtimes. Press releases will be sent to each community's local paper, the regional newspapers (Globe South, Patriot Ledger), local radio station WATD, and Bulletin Board listings on local cable television stations. We will also write *Greenscapes* articles for our organization's newsletter and offer guest articles for other environmental organization's newsletters.

#### **11. WATD Radio Station Commercials**

NSRWA will write, produce, and air short *Greenscapes* commercials to be aired on the South Shore radio station WATD (95.5 FM), the largest station on the South Shore. There may be several different versions depending on month, weather conditions, watering restrictions in effect, etc. According to WATD's market studies, the typical listener is 30+ years old, has a household income of at least \$70,000, owns a home, has graduated college, is married and has children.

#### **12. Optional *Greenscapes* Lawn Signs for Property Owners**

For those communities wishing to take responsibility of overseeing a lawn sign campaign, NSRWA will design and mass-produce lawn signs that property owners can display in their landscapes to advertise that they are implementing *Greenscapes* principles. NSRWA will design and produce these signs, and offer them to the communities at cost. We will also develop criteria that will determine whether a property owner is implementing enough *Greenscapes* principles that their landscape can be considered a "Greenscape". However, the community will be responsible for developing a distribution and enforcement system to ensure that the signs are only displayed on landscapes that truly implement *Greenscapes* principles. Communities may choose to charge property owners for these signs to recover their costs, or

provide them free-of-charge. We encourage communities to partner with local garden clubs or environmental organizations to help implement this optional program component.

### **13. Establishment of a *Greenscapes* Network Email Listserve**

The NSRWA will establish, advertise and moderate a free email discussion list that will facilitate information dissemination, discussion and idea sharing between citizens, landscape practitioners and other professionals who are interested in watershed-friendly landscaping.

### **14. Continued Improvements and Additions to the *Greenscapes* Website**

The NSRWA will continue hosting the *Greenscapes* website ([www.Greenscapes.org](http://www.Greenscapes.org)), and make extensive additions to reflect the new program components.

## ***Project Team***

The North and South Rivers Watershed Association, Inc. (NSRWA) is a nonprofit membership organization incorporated under IRS Code sec. 501(c)(3). Our mission is to protect, educate, and restore the North and South Rivers and their watersheds. The NSRWA was founded in 1970 and has grown to over 1,500 members today. Membership comes primarily from the 12 towns within the watershed, Norwell, Hingham, Scituate, Marshfield, Hanover, Pembroke, Whitman, Hanson, Duxbury, Weymouth, Rockland and Abington. The NSRWA is uniquely positioned to develop and implement a regional outreach program on watershed-friendly landscaping, by virtue of our proven record of achievement and our growth in membership and regional influence.

*Greenscapes* project staff shall include Samantha Woods, Wendy Garpow, subcontracted landscape consultants, and subcontracted marketing consultants. Through a variety of programs and initiatives, Samantha and Wendy work in the South Shore region to raise awareness and affect positive change in environmental decision-making. Samantha Woods, NSRWA Executive Director, has a Masters degree in Environmental Science and has 15 years of work experience on environmental issues, both as a technical consultant and as an advocate. Samantha has extensive experience in project management and in environmental outreach and education. Wendy Garpow is the NSRWA's Director of Community Programs and the South Shore Regional Coordinator for the Massachusetts Bays Program. Wendy is a land use planner with 11 years of experience in the environmental field, including public education and outreach. She has master's degrees in both Environmental Management and Land Use Planning, and has been working closely with NSRWA and the local communities to assist with partner coordination and project implementation of the *Greenscapes* program. NSRWA will subcontract trained landscape professionals who have education experience to assist with the technical aspects of the program, including the homeowner and professional workshops. NSRWA will also subcontract design professionals for the printed deliverables that are proposed. Samantha and Wendy's resumes are included in Appendix D.

**4. Describe the anticipated results of the project. Clearly and explicitly describe how the effectiveness of the project will be evaluated.**

As a result of Phase II of this project, potentially hundreds of thousands of households and businesses in the South Coastal Watershed will have heard the *Greenscapes* message through a variety of venues. The 16 water suppliers in the region serve approximately 100,000 addresses, and each customer will be receiving a *Greenscapes* brochure in their spring water bill. In addition, 100,000 *Greenscapes* guidebooks will be distributed in regional newspapers (Boston Globe South and Patriot Ledger). There is also the opportunity for countless more members of the public to hear the message through the WATD radio commercials, through stories in local newspapers that will be generated by our press releases, through posters and flyers at local nurseries and community venues, and through word of mouth.

Performance benchmarks will include the number of participants in our citizen workshops, the number of participants in our professional workshops, and the number of subscribers to our email newsletter and listserve. We will also have participant surveys at all events, asking for feedback and tracking information.

We are also exploring the idea of putting “coupons” in the *Greenscapes* Guide that are redeemable for *Greenscapes*-related products (such as soil testing kits) at supporting nurseries. By tracking the number of redeemed coupons, we will have an idea of the number of newspaper readers who read the material provided in the inserted *Greenscapes* Guide.

In the Phase I of the *Greenscapes* program, 150 citizens attended our workshops and 135 people (and growing) subscribed to our e-newsletter. All feedback provided was exceedingly positive and helpful. Given the increased number of participating towns and the increased advertising venues, we expect to quadruple these numbers in 2005.

## 5. Budget - Grant Funds Requested and Match Provided:

Amount Requested:	<u>\$50,000</u>	(maximum 75% of total project cost)
Total Project Cost:	<u>\$124,911</u>	
Other Grant Funds	<u>\$22,773</u>	s.319 grant
Match Required:	<u>\$29,977</u>	(25% of total project cost)
Actual Match:	<u>\$52,138</u>	

The estimated hard cost for the 16 municipalities to receive the above list of deliverables is \$82,911 (see budget detail and timeframe below). We hope to make the program more affordable and feasible for the municipalities by subsidizing the total program cost with a \$50,000 grant from the MA Office of Coastal Zone Management.

The NSRWA encourages as many towns to participate in the program as possible, not only to reach the maximum number of citizens, but also because the beneficial economies of scale of producing materials in large quantities. If the NSRWA were to receive this funding to subsidize the program, more communities would be able to participate in the program, and therefore more citizens would receive the *Greenscapes* message. The cost savings offered by the grant would be equitably distributed among participating communities (relative to their population size), and would significantly reduce the average municipality's participation cost.

**Table #1: Project Tasks, Timeline, and Estimated Costs**

Task/Deliverable	Category	Timeframe	Total Budget	Other funds (319 grant)	Match
Citizen Workshops	Personnel/Contractual	April -- May 2005	\$4,500	\$1751.76	\$652.71 cash
Professional Workshop Series	Personnel/Contractual	Jan. -- March 2005	\$13,700	\$1751.76	\$652.71 cash
Design and Print Insert/Brochure	Personnel/Materials/Supplies	March 2005	\$6,533.50	\$1751.76	\$652.71 cash
Distribute brochure through insert in water bill	Personnel/Contractual	March -- April 2005		\$1751.76	\$37,000 in-kind from towns (100,000 distributed in water bills) plus \$652.71 cash
Revise, Design, and Print Guide Text	Personnel/Materials/Supplies	Jan. -- March 2005	\$25,858	\$1751.76	\$652.71 cash
Distribute Guide	Contractual	April -- May 2005	\$14,296.98	\$1751.76	\$652.71 cash
Nursery Outreach	Personnel/Contractual	Jan. -- May 2005	\$2,780	\$1751.76	\$652.71

	ractual				cash
WATD radio spots	Personnel/Cont ractual	Mar. – July 2005	\$4,160	\$1751.76	\$652.71 cash
Video Distribution	Personnel	April 2005	\$455	\$1751.76	\$652.71 cash
Poster Printing	Materials/Suppl ies	April 2005	\$610.50	\$1751.76	\$652.71 cash
Email Newsletter and listserve	Personnel	Jan. – June 2005	\$1,440	\$1751.76	\$652.71 cash
Press Releases	Personnel	Jan. – June 2005	\$1,040	\$1751.76	\$652.71 cash
Project Mgmt	Personnel	Oct. 04 – June 2005	\$12,537.39	\$1751.76	\$5,000 Mass Bays
<b>TOTAL</b>			<b>\$82,911.38</b>	<b>\$22,773</b>	<b>\$43,000 in kind + \$9138 cash</b>

While the NSRWA and participating towns hope for a grant award of \$50,000, we would be most appreciative of any amount of funding that is available to assist us with our program goals. We are willing to negotiate a smaller scope and budget than that which we have proposed.

Match Details

Cash: \$9,138  
 (See Table #1 above for a detailed breakdown of cash expenditures)  
 In-Kind: \$37,000 + \$5,000 = \$43,000  
 Materials: \_\_\_\_\_  
 Other: \_\_\_\_\_ (describe: \_\_\_\_\_ )  
 Personnel: 125 hours @\$40/hr. for Wendy Garpow, MBP

**6. Demonstrate broad support for the project among towns and municipalities, regional and local groups, and the public at-large; demonstrate that project implementation will result in a public benefit to the Commonwealth.**

Sixteen municipalities in the South Coastal Watershed have expressed an interest in participating in Phase II of the *Greenscapes* program. Six of these municipalities have confirmed participation by submitting a share of the total expenses: Kingston, Hanover, Marshfield, Plymouth, Pinehills, and Weymouth. The other municipalities are anxiously waiting to hear if we can subsidize their cost of participation with this proposed grant to MA Office of Coastal Zone Management.

Letters of support are included in Appendix E.

In addition, in Appendix C, we have included several newspaper articles that convey support for outreach efforts such as *Greenscapes*. One article, from the *Pembroke Mariner*, gives a positive report of one of the *Greenscapes* workshops that we hosted last spring as part of Phase I. The others are very recent articles from the *Boston Globe* and the *Medfield Press* that draw attention to the need for citizens to rethink their use of water and chemicals in maintaining their landscapes.